

Message Text

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SUBJ: FY 77 CCP - OVERVIEW

REF: A-9016, DEC 6, 75; COONTZ-HEISER TELCON

1. SECTION I - OVERVIEW

THE FRG HAS PASSED FROM A PERIOD OF ECONOMIC DECLINE TO ONE OF GROWTH DURING THE END OF 1975. GNP IN 1975 DECLINED IN REAL TERMS BY 3.6 PERCENT WHICH WAS PARTIALLY A RESULT OF DRAMATICALLY LOWER EXPORTS TO THE U.S. AS THE U.S. ECONOMY BEGINS ITS RECOVERY IN 1976, THE FAMILIAR PATTERN OF EXPORT-LED GROWTH SHOULD REAPPEAR IN THE FRG LEADING TO POSITIVE GNP GROWTH OF 2-6 PERCENT. GIVEN THIS DEGREE OF GROWTH IN THE ECONOMY, U.S. EXPORTS SHOULD MOVE OFF THEIR 1975 PLATEAU AND INCREASE FROM 5-14 PERCENT (DM 0.7-2.0 BILLION IN ADDITIONAL SALES). THE U.S. DOLLAR HAS APPRECIATED BY AROUND 10 PERCENT DURING 1975 AFTER IT HAD DEPRECIATED BY 24 PERCENT IN RELATION TO THE DM BETWEEN 1973 AND THE END OF 1974. THE TRADE EFFECTS OF THESE SHIFTS IN RATES SHOULD BE BORNE IN MIND WHEN ANALYZING FUTURE TRADE POSSIBILITIES.

2. THE PRINCIPAL COMMERCIAL OBJECTIVES OF THE USG ARE 1) IMPROVE THE U.S. SHARE OF THE IMPORT MARKET, 2) MAINTAIN AN OPEN CLIMATE FOR U.S. INVESTMENT, AND UNCLASSIFIED

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3) PROMOTE TOURISM TO THE U.S.

3. IN SUPPORT OF U.S. COMMERCIAL OBJECTIVES IN PAST YEARS PRIORITY EMPHASIS HAS BEEN FOCUSED ON PROMOTION OF CERTAIN HIGH TECHNOLOGY AREAS IN WHICH THE U.S. HAS COMPETITIVE ADVANTAGES. WHILE THERE AGAIN WILL BE CAMPAIGNS IN ELECTRONICS, COMPUTERS, AND HEALTH CARE INDUSTRIES IN FY 77, A MAJOR EFFORT IN THE CONSUMER GOODS AREA WILL ALSO BE MOUNTED SINCE THIS SECTOR PRODUCED SO MUCH BUYER INTEREST IN FY 76. TO PROMOTE THESE PRODUCT GROUPS IN GERMANY EMPHASIS WILL AGAIN BE PLACED ON THE USE OF THE FRANKFURT TRADE CENTER, BUT USG PARTICIPATION IN GERMAN TRADE FAIRS AND THE USE OF BUSINESS INFORMATION OFFICES WILL ALSO PLAY A MAJOR ROLE IN THE PROMOTIONAL EFFORT.
HILLENBRAND

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